



US010621628B2

(12) **United States Patent**
Koningstein

(10) **Patent No.:** **US 10,621,628 B2**

(45) **Date of Patent:** **Apr. 14, 2020**

(54) **SYSTEM AND METHOD FOR ENABLING AN ADVERTISEMENT TO FOLLOW THE USER TO ADDITIONAL WEB PAGES**

(58) **Field of Classification Search**

CPC G06Q 30/0277
See application file for complete search history.

(71) Applicant: **Google LLC**, Mountain View, CA (US)

(56) **References Cited**

(72) Inventor: **Ross Koningstein**, Atherton, CA (US)

U.S. PATENT DOCUMENTS

(73) Assignee: **Google LLC**, Mountain View, CA (US)

5,636,346	A	6/1997	Saxe
5,724,521	A	3/1998	Dedrick
5,845,265	A	12/1998	Woolston
5,918,010	A	6/1999	Appleman et al.

(Continued)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **16/184,700**

FOREIGN PATENT DOCUMENTS

(22) Filed: **Nov. 8, 2018**

CA	2396394	2/2003
EP	1 026 610	8/2000

(Continued)

(65) **Prior Publication Data**

US 2019/0080368 A1 Mar. 14, 2019

Related U.S. Application Data

OTHER PUBLICATIONS

U.S. Appl. No. 10/112,656-B2, filed Mar. 29, 2002, Harik et al.

(Continued)

(60) Continuation of application No. 16/169,979, filed on Oct. 24, 2018, now abandoned, which is a continuation of application No. 14/465,089, filed on Aug. 21, 2014, now Pat. No. 10,115,133, which is a division of application No. 13/073,945, filed on Mar. 28, 2011, now Pat. No. 8,838,479, which is a continuation of application No. 10/748,681, filed on Dec. 31, 2003, now Pat. No. 7,930,206.

(60) Provisional application No. 60/516,281, filed on Nov. 3, 2003.

(51) **Int. Cl.**

G06Q 30/02 (2012.01)

G06Q 10/10 (2012.01)

(52) **U.S. Cl.**

CPC **G06Q 30/0277** (2013.01); **G06Q 10/10** (2013.01); **G06Q 30/0241** (2013.01); **G06Q 30/0246** (2013.01); **G06Q 30/0272** (2013.01)

Primary Examiner — William A Brandenburg

(74) *Attorney, Agent, or Firm* — Foley & Lardner LLP

(57)

ABSTRACT

A computer-implemented method and system for advertising that performs the steps of delivering an electronic advertisement comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option for inclusion in a first electronic document, receiving a selection of one or more menu options from the electronic advertisement and delivering a subsequent accessible document including content from the referenced network location associated with the menu option selected, the subsequent accessible document including the electronic advertisement.

20 Claims, 12 Drawing Sheets

